Creative Connections: Leveraging Resources Across Diverse Campuses and Communities

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THE UNIVERSITY OF ARIZONA

Outline for Today

- Background of Campuses and Project

- Arizona College Student Data

- Evidence-Based Practices for College Students

- Strategic Planning with Campuses

- Collaboration with Community Partners

- Lessons Learned

- Group Discussion - Partnering with Campuses & Communities

Background

**Melanie Fleck & Christi Clauson,
The University of Arizona**
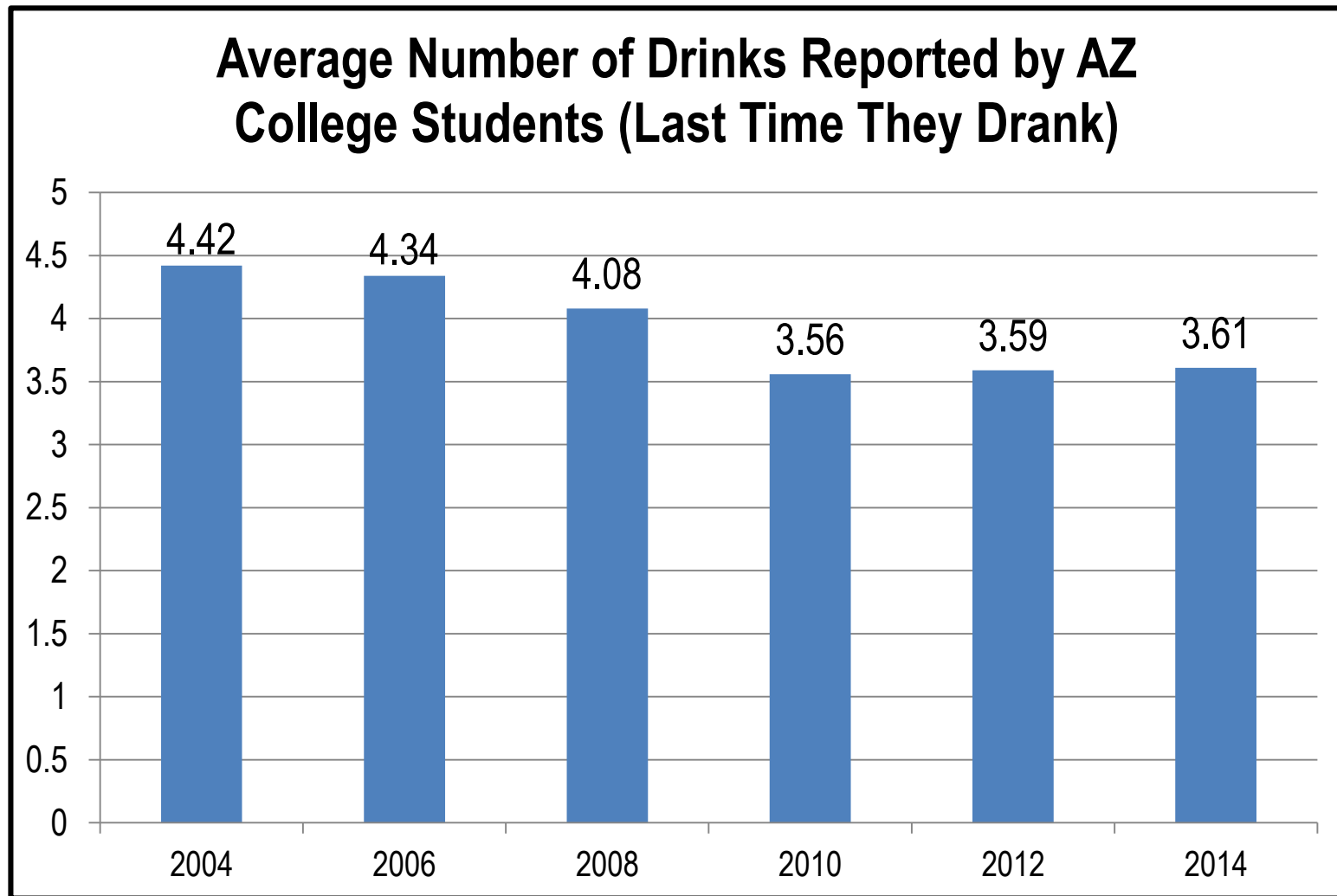Tucson, AZ

Background

Pima Community College Campuses
Tucson, AZ

Background

## Kaye Godbey, Embry-Riddle Aeronautical University
Prescott, AZ

Data from Arizona College and University Students

Average Number of Drinks Reported by AZ College Students (Last Time They Drank)

Year	Average
2004	4.42
2006	4.34
2008	4.08
2010	3.56
2012	3.59
2014	3.61

Source: 2014 AZIHE Survey (n=3054)

Data from Arizona College and University Students

% AZ College Students Reporting Having 5+ Drinks in One Sitting At Least Once in the Past 2 Weeks in 2014
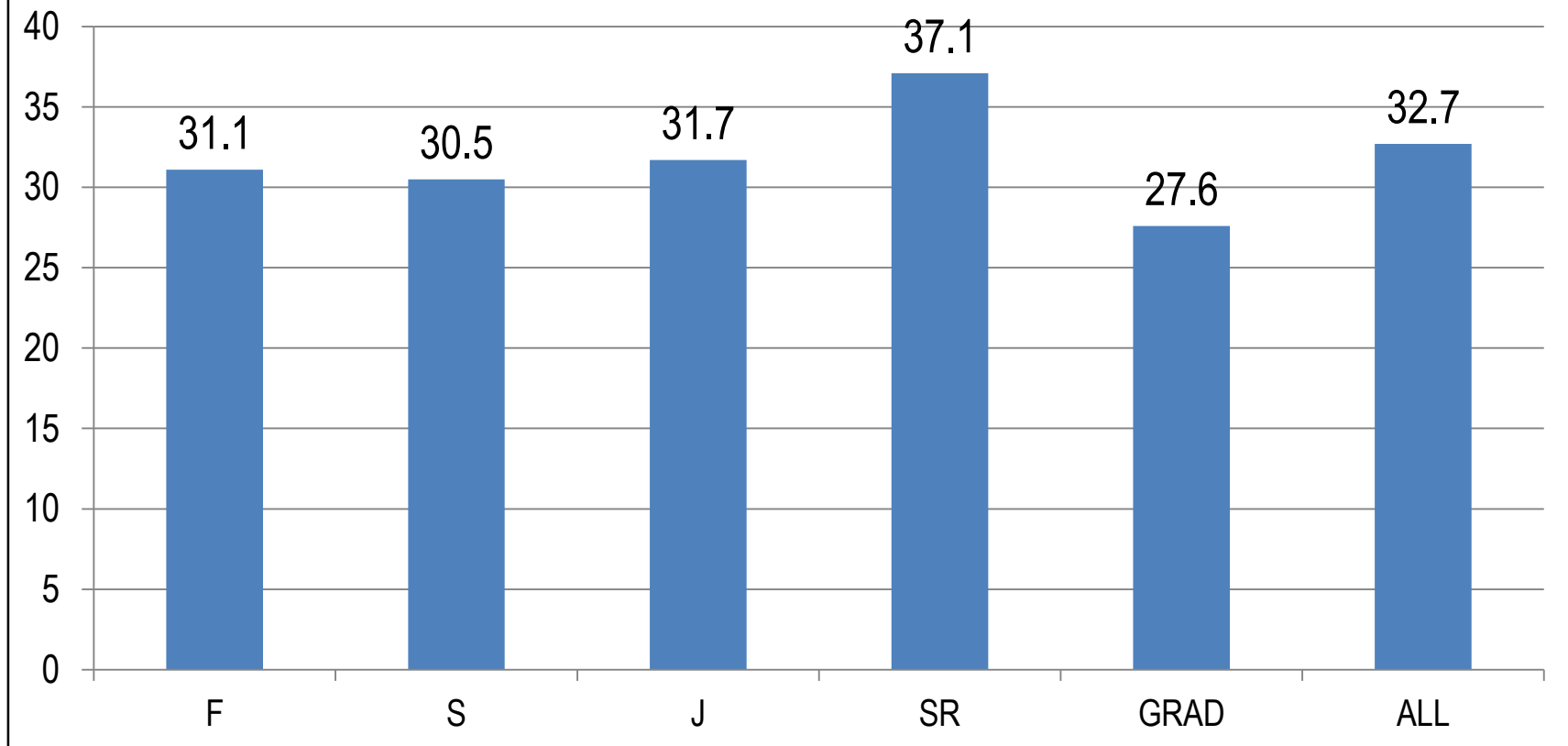
Bar chart values:
- F: 31.1
- S: 30.5
- J: 31.7
- SR: 37.1
- GRAD: 27.6
- ALL: 32.7

Data from Arizona College and University Students

% AZ College Students Reporting Using Marijuana in Past 30 Days in 2014
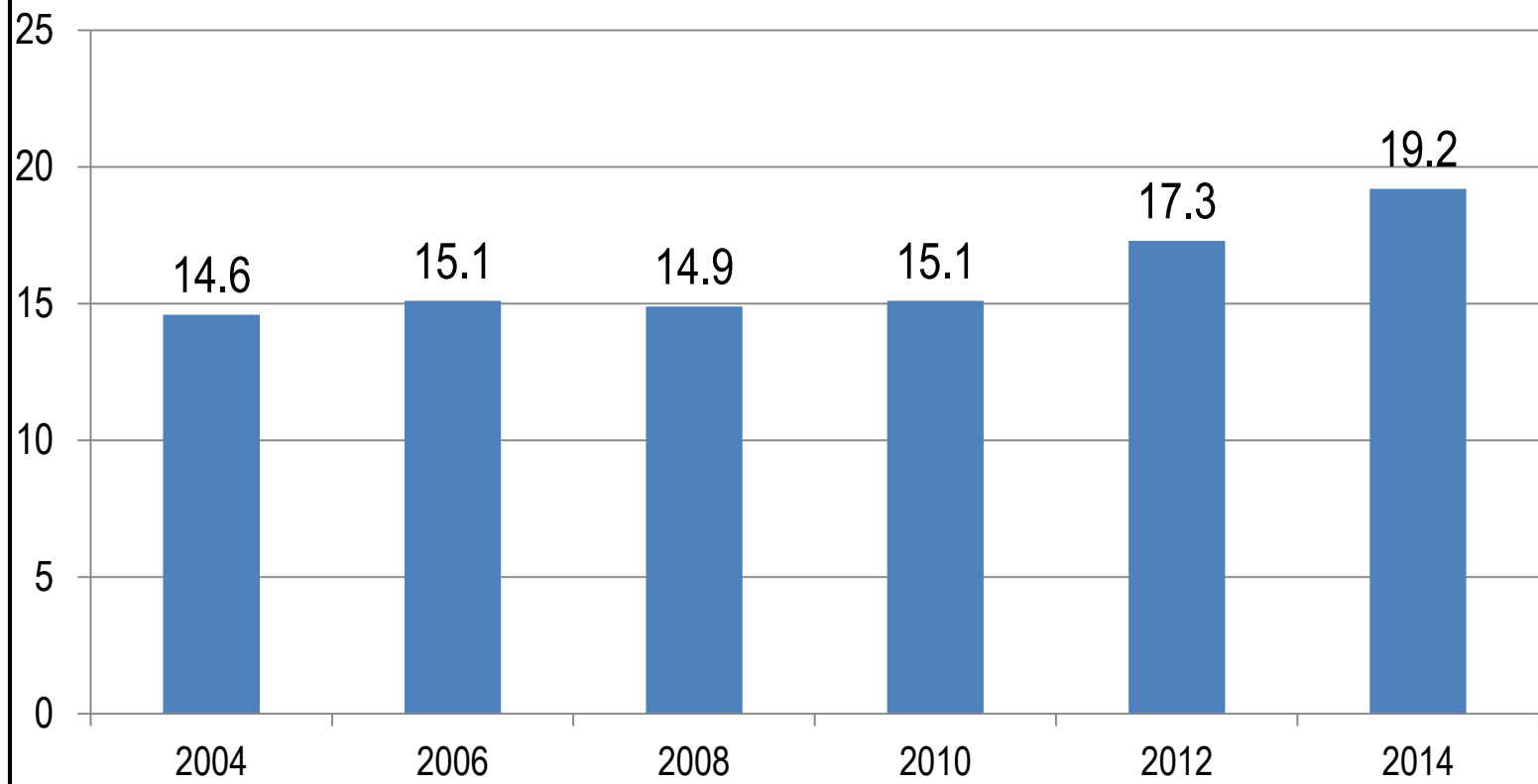
Year	%
2004	14.6
2006	15.1
2008	14.9
2010	15.1
2012	17.3
2014	19.2

Source: 2014 AZIHE Survey (n=3054)

Data from Arizona College and University Students

% AZ College Students Reporting Using Illicit Prescription Drugs in the Past 12 Months

Used pain killers (e.g., OxyContin, Vicodin, Codeine):
- 2012: 6.6
- 2014: 6.1

Used sedatives (e.g., Xanax, Valium):
- 2012: 3.5
- 2014: 3.6

Used stimulants (e.g., Ritalin, Adderall):
- 2012: 6.6
- 2014: 8.5

Legend:
- 2012
- 2014
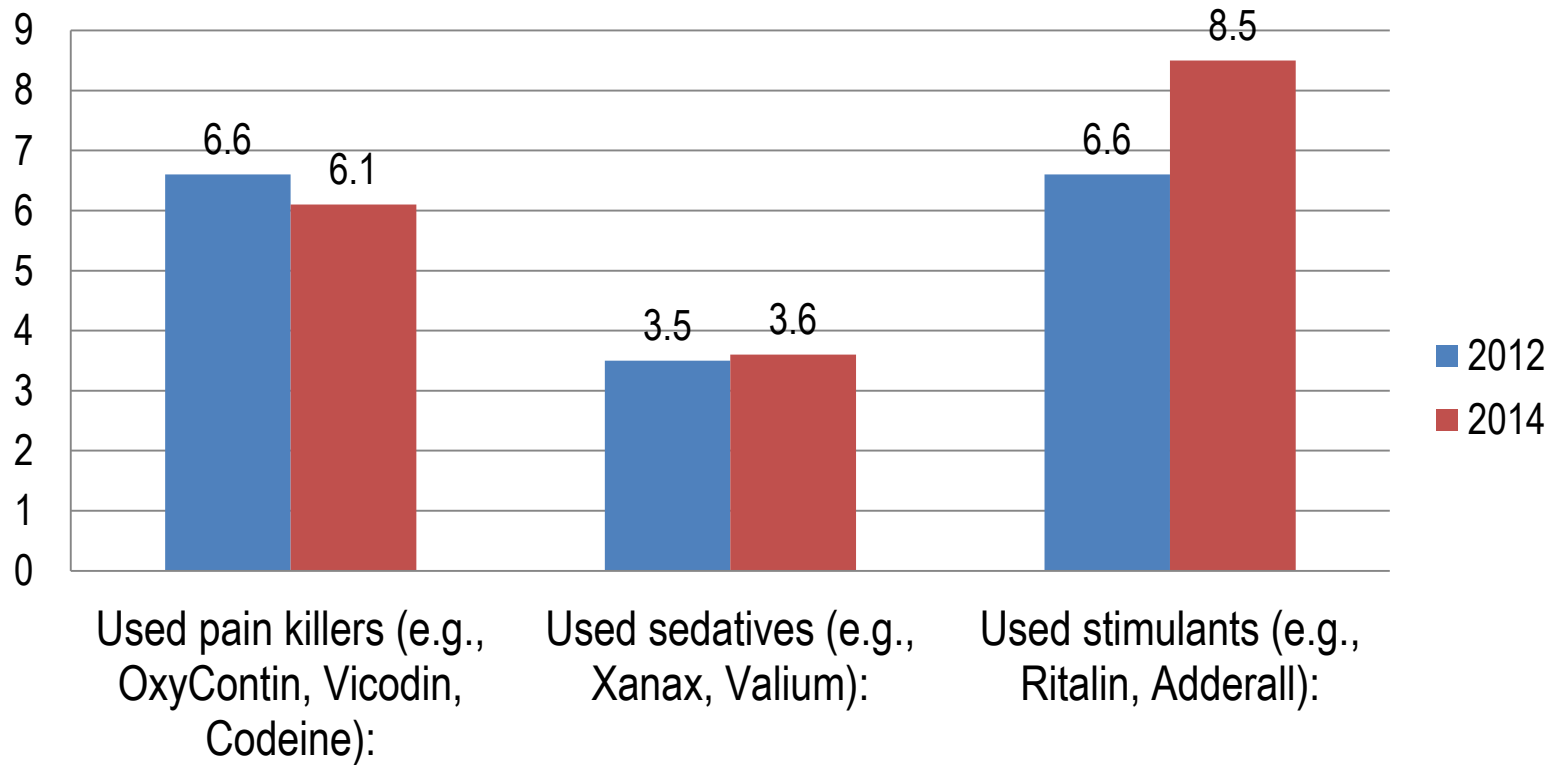
Source: 2014 AZIHE Survey (n=3054)
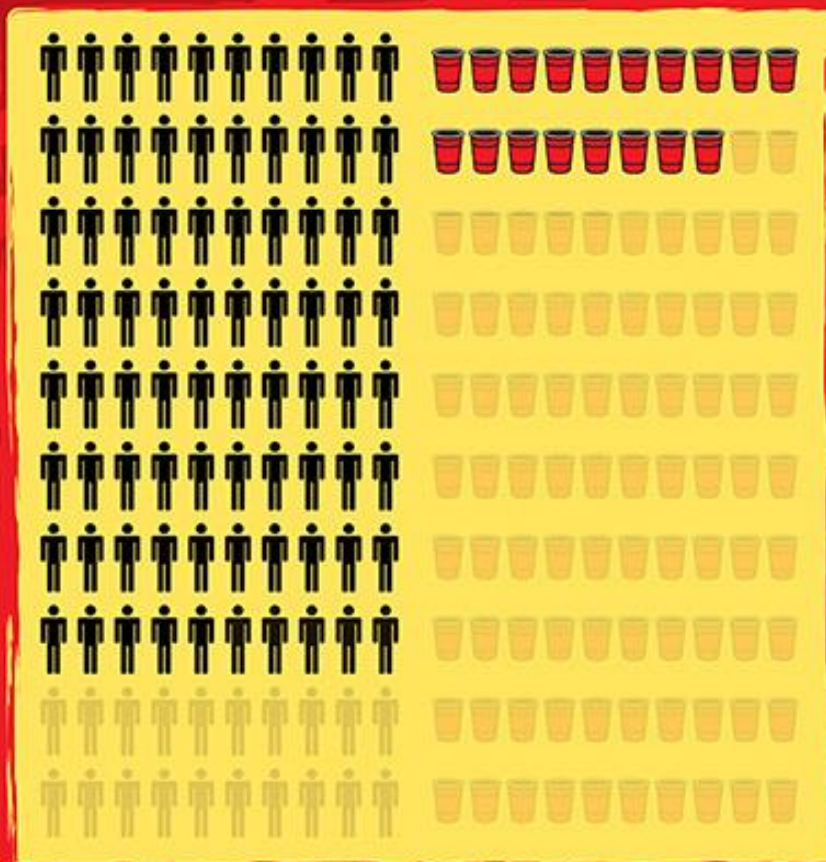
What Works for College Students?

Evidence-Based Practices

- BASICS
  - Brief intervention with two in-person meetings
- Environmental Management & Policies
  - Examples: limiting alcohol allowed on campus and at events; registering parties for Greek Life
- Social Norm Messaging
  - Example: Most Students Drink Less
- Student-Driven Programming
  - Peer education

Project LAUNCH

- SPF-PFS Grant awarded 2013 to the University of Arizona
  - Goals of grant: 1) reduce high-risk drinking; 2) reduce underage drinking; and 3) reduce prescription drug misuse and abuse
  - The UA was tasked with coordinating efforts on the UA, Embry-Riddle Aeronautical University, and Pima Community College campuses.
- Alcohol and Other Drug Prevention Specialists were hired (one at UA, one at ERAU)
- Grant activities include:
  - Campus-specific needs assessment (interviews, focus groups, data collection)
  - Creation of strategic plans
  - Creation of student advisory councils
  - Annual student leadership conference
  - Evaluation of efforts on each campus

Project LAUNCH

- Yearly Strategic Planning (based on needs assessment results)
    - Keeping in mind diversity among campuses when preparing recommendations

- Ongoing implementation of campus-specific strategic plans
    - Yearly revisions with campus staff

- Creating partnerships with community groups/organizations

How Colleges/Universities Can Work With Community Resources

- Tucson:
  - Medicine Abuse Prevention Initiative Collaboration coalition launched in Pima County in October, 2014
  - UA representatives on local commissions and prevention coalitions
- Prescott
  - MATFORCE participation by ERAU staff and prevention specialist

Goal: Leveraging resources from community groups, and partnering with campuses – reciprocal relationships

Working with Colleges and Universities

- How do you work with campuses?
  - What has been successful?
  - What has been challenging?
  - What do you want to know?

How Colleges/Universities Can Work With Community Resources

Things to Consider When
Trying to Work with the University and/or Students

- Size of university and surrounding community
- Timing of academic year (things are on semester basis, and summer is slow, things take longer on a campus)
- Time/effort involved in recruiting interested students
- Students are over-programmed – can be hard to find a champion for a cause
- Who to work with on campuses and where to start (offices, staff, departments, student groups, etc.)
- Funding sources on campuses for student programming
- Be open to meeting new people on campuses who care about issues

Lessons Learned

- Diversity of campuses
- Staff, locations, capacity, priorities
- Seeking IRB approval to collect data from each campus
- Learning who is our best contact on each campus and in the community
- Things move slowly on college and university campuses!

Discussion / Q+A